

IN THE CLAIMS:

The following listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method of providing geographic-based promotion information to a computing device operated by a user, the method comprising:

receiving a geographic location of the computing device from the computing device;

selecting promotion information dependent upon the geographic location of the computing device; and

transmitting the promotion information to the computing device after said selecting.

2. (Original) The method of claim 1,

wherein said selecting promotion information comprises selecting the promotion information dependent upon a profile of the user.

3. (Original) The method of claim 2, further comprising:

wherein the profile indicates the promotion information is desired by the user.

4. (Original) The method of claim 1,

wherein said selecting promotion information comprises selecting the promotion information dependent upon past transactions of the user.

5. (Original) The method of claim 1,

wherein the promotion information comprises promotions of a first provider of goods and/or services proximate to the geographic location of the computing device.

6. (Original) The method of claim 1,

wherein the promotion information comprises an advertisement.

7. (Original) The method of claim 6,
wherein the advertisement comprises information regarding goods or services proximate to the geographic location of the computing device.

Claim 8 (Cancelled)

9. (Currently Amended) The method of claim ~~[[8]]~~ 1,
wherein an access point communicates with the computing device, the method further comprising:

the access point providing the geographic location of the computing device to the computing device.

10. (Original) The method of claim 1,
wherein the computing device is a portable computing device.

11. (Original) The method of claim 1,
wherein said transmitting comprises transmitting the promotion information to the computing device in a wireless fashion.

12. (Original) The method of claim 1,
wherein the geographic location of the computing device comprises a geographic location of an access point communicating with the computing device;
wherein said selecting promotion information comprises selecting the promotion information dependent upon the geographic location of the access point.

13. (Original) The method of claim 12,
wherein said selecting promotion information comprises selecting the promotion information dependent upon past transactions of the user.

14. (Original) The method of claim 12,

wherein said selecting promotion information comprises selecting the promotion information dependent upon a profile of the user.

15. (Original) The method of claim 12,
wherein the geographic location of the access point is determined by accessing a management information base (MIB), wherein the MIB comprises information including the geographic location of the access point.

16. (Original) The method of claim 15,
wherein the access point stores a portion of the MIB, wherein the portion comprises information including the geographic location of the access point.

17. (Original) The method of claim 12,
wherein the geographic location of the access point is determined by its proximity to another geographic location.

18. (Original) The method of claim 12,
wherein the access point is a wireless access point, wherein the wireless access point and the computing device communicate in a wireless fashion.

19. (Original) The method of claim 12,
wherein said receiving and said selecting are performed by a server computer system coupled to a network.

Claim 20 (Cancelled)

21. (Currently Amended) A method of providing geographic-based advertisement information to a computing device operated by a user, the method comprising:

receiving a geographic location of the computing device from the computing device;

selecting advertisement information dependent upon the geographic location of the computing device; and

transmitting the advertisement information to the computing device after said selecting.

22. (Original) The method of claim 21,

wherein said selecting advertisement information comprises selecting the advertisement information dependent upon a profile of the user.

23. (Original) The method of claim 21,

wherein said selecting advertisement information comprises selecting the advertisement information dependent upon past transactions of the user.

24. (Original) The method of claim 21,

wherein the advertisement information comprises information regarding goods or services proximate to the geographic location of the computing device.

25. (Original) The method of claim 21,

wherein the advertisement information comprises a promotion.

Claim 26 (Cancelled)

27. (Original) The method of claim 21,

wherein the computing device is a portable computing device.

28. (Original) The method of claim 21,

wherein said transmitting comprises transmitting the promotion information to the computing device in a wireless fashion.

29. (Original) The method of claim 21,

wherein the geographic location of the computing device comprises a geographic location of an access point communicating with the computing device;

wherein said selecting advertisement information comprises selecting the advertisement information dependent upon the geographic location of the access point.

30. (Original) The method of claim 29,

wherein said selecting advertisement information comprises selecting the advertisement information dependent upon at least one of past transactions of the user or a profile of the user.

31. (Original) The method of claim 29,

wherein the geographic location of the access point is determined by accessing a management information base (MIB), wherein the MIB comprises information including the geographic location of the access point.

32. (Original) The method of claim 21,

wherein said receiving and said selecting are performed by a server computer system coupled to a network.

Claims 33-51 (Cancelled)

52. (Currently Amended) A method of providing geographic-based promotion information to a user of a computing device, the method comprising:

receiving a geographic location of a computing device, wherein the geographic location of the computing device comprises a geographic location of an access point communicating with the computing device;

transmitting promotion information to the computing device, wherein a content of the promotion information is dependent on the geographic location of the computing device.

53. (Original) The method of claim 52,
wherein the computing device is operated by a user;
wherein the content of the promotion information is dependent on a profile of the
user.

54. (Original) The method of claim 52,
wherein the computing device is operated by a user;
wherein the content of the promotion information is dependent on past
transactions of the user.

Claim 55 (Cancelled)

56. (Original) The method of claim 52,
wherein the promotion information comprises promotions of a first provider of
goods or services proximate to the geographic location of the computing device.

57. (Original) The method of claim 52,
wherein the computing device is a portable computing device;
wherein said transmitting promotion information comprises transmitting the
promotion information to the portable computing device in a wireless fashion.

58. (Currently Amended) A method of providing geographic-based advertising
information to a user of a computing device, the method comprising:

receiving a geographic location of a computing device, wherein the geographic
location of the computing device comprises a geographic location of an access point
communicating with the computing device;

transmitting advertisement information to the computing device, wherein a
content of the advertisement information is dependent on the geographic location of the
computing device.

59. (Original) The method of claim 58,

wherein the computing device is operated by a user;
wherein the content of the advertisement information is dependent on a profile of the user.

60. (Original) The method of claim 58,
wherein the computing device is operated by a user;
wherein the content of the advertisement information is dependent on past transactions of the user.

Claim 61 (Cancelled)

62. (Original) The method of claim 58,
wherein the advertisement information comprises advertisements of a first provider of goods or services proximate to the geographic location of the computing device.

63. (Original) The method of claim 58,
wherein the computing device is a portable computing device;
wherein said transmitting advertisement information comprises transmitting the advertisement information to the portable computing device in a wireless fashion.

64. (Currently Amended) A geographic-based promotion system, comprising:
a promotion provider operable to be coupled to a network to receive a geographic location of a computing device, wherein the geographic location of the computing device comprises a geographic location of an access point communicating with the computing device;

wherein the promotion provider provides promotion information through the network to the computing device, wherein a content of the promotion information is dependent upon the geographic location of the computing device.

65. (Original) The geographic-based promotion system of claim 64,

wherein the computing device is operated by a user;
wherein the content of the promotion information is dependent upon a profile of the user.

66. (Original) The geographic-based promotion system of claim 64,
wherein the computing device is operated by a user;
wherein the content of the promotion information is dependent upon past transactions of the user.

Claim 67 (Cancelled)

68. (Currently Amended) The geographic-based promotion system of claim [[67]] 64, further comprising:

a memory coupled to the network, wherein the memory includes the geographic location of the access point.

69. (Currently Amended) The geographic-based promotion system of claim [[67]] 64,

wherein the geographic location of the access point is determined by its proximity to another geographic location.

70. (Currently Amended) The geographic-based promotion system of claim 64,
~~wherein the geographic location of the computing device comprises a geographic location of an access point coupled to the computing device~~

wherein the access point communicating with the computing device is coupled to the computing device.

71. (Currently Amended) The geographic-based ~~advertisement~~ promotion system of claim 70, further comprising:

a memory coupled to the network, wherein the memory includes the geographic location of the access point.

72. (Original) The geographic-based promotion system of claim 64, wherein the computing device is a portable computing device.

73. (Original) The geographic-based promotion system of claim 64, wherein the computing device is operable to provide the geographic location.

74. (Currently Amended) The geographic-based promotion system of claim 73, further comprising:

[[an]] a first access point coupled to the network, wherein the first access point is operable to communicate with the computing device, wherein the first access point is operable to provide the geographic location of the computing device.

75. (Currently Amended) The geographic-based promotion system of claim 73, further comprising:

[[an]] a first access point coupled to the network, wherein the first access point is operable to communicate with the computing device, wherein the first access point is operable to provide the geographic location of the computing device to the computing device.

76. (Currently Amended) A geographic-based advertisement system, comprising:

an advertisement provider operable to be coupled to a network to receive a geographic location of a computing device, wherein the geographic location of the computing device comprises a geographic location of an access point coupled to the computing device;

wherein the advertisement provider provides advertisement information through the network to the computing device, wherein a content of the advertisement information is dependent upon the geographic location of the computing device.

77. (Original) The geographic-based advertisement system of claim 76,

wherein the computing device is operated by a user;
wherein the content of the advertisement information is dependent upon a profile of the user.

78. (Original) The geographic-based advertisement system of claim 76,
wherein the computing device is operated by a user;
wherein the content of the advertisement information is dependent upon past transactions of the user.

Claim 79 (Cancelled)

80. (Currently Amended) The geographic-based advertisement system of claim [[79]] 76, further comprising:
a memory coupled to the network, wherein the memory includes the geographic location of the access point.

81. (Currently Amended) The geographic-based advertisement system of claim [[79]] 76,
wherein the geographic location of the access point is determined by its proximity to another geographic location.

Claim 82 (Cancelled)

83. (Original) The geographic-based advertisement system of claim 76,
wherein the computing device is a portable computing device.

84. (Original) The geographic-based advertisement system of claim 76,
wherein the computing device is operable to provide the geographic location.

85. (Original) The geographic-based advertisement system of claim 84, further comprising:

an access point coupled to the network, wherein the access point is operable to communicate with the computing device, wherein the access point is operable to provide the geographic location of the computing device.

86. (Currently Amended) The geographic-based advertisement system of claim 84, further comprising:

[[an]] a first access point coupled to the network, wherein the first access point is operable to communicate with the computing device, wherein the first access point is operable to provide the geographic location of the computing device to the computing device.

87. (Currently Amended) A carrier medium for carrying signals in a geographic-based promotion system, wherein the carrier medium is operable to carry:

a geographic location of a computing device, wherein the computing device is operated by a user; and

promotion information which is provided to the computing device, wherein a content of the promotion information is dependent upon the geographic location of the computing device and past transactions of the user.

Claim 88 (Cancelled)

89. (Currently Amended) The carrier medium of claim 87,

~~wherein the computing device is operated by a user~~;

wherein the content of the promotion information is dependent upon a profile of the user.

90. (Original) The carrier medium of claim 87,

wherein the computing device is a portable computing device.

91. (Currently Amended) A carrier medium for carrying signals in a geographic-based advertisement system, wherein the carrier medium is operable to carry:

a geographic location of a computing device, wherein the computing device is operated by a user; and

advertisement information which is provided to the computing device, wherein a content of the advertisement information is dependent upon the geographic location of the computing device and past transactions of the user.

Claim 92 (Cancelled)

93. (Currently Amended) The carrier medium of claim 91,

~~wherein the computing device is operated by a user~~;

wherein the content of the advertisement information is dependent upon a profile of the user.

94. (Original) The carrier medium of claim 91,

wherein the computing device is a portable computing device.

95. (Currently Amended) A carrier medium comprising program instructions, wherein the program instructions are computer-executable to implement:

receiving a geographic location of a computing device, wherein the geographic location of the computing device comprises a geographic location of an access point communicating with the computing device;

transmitting promotion information to the computing device, wherein a content of the promotion information is dependent on the geographic location of the computing device.

96. (Original) The carrier medium of claim 95,

wherein the computing device is operated by a user;

wherein the content of the promotion information is dependent on a profile of the user.

97. (Original) The carrier medium of claim 95,

wherein the computing device is operated by a user;
wherein the content of the promotion information is dependent on past transactions of the user.

Claim 98 (Cancelled)

99. (Original) The carrier medium of claim 95,
wherein the promotion information comprises promotions of a first provider of goods or services proximate to the geographic location of the computing device.

100. (Original) The carrier medium of claim 95,
wherein the computing device is a portable computing device;
wherein said transmitting promotion information comprises transmitting the promotion information to the portable computing device in a wireless fashion.

101. (Original) The carrier medium of claim 95, wherein the program instructions are further executable to implement:
selecting the promotion information dependent on the geographic location of the computing device, wherein the promotion information is selected from a plurality of possible sets of promotion information.

102. (Original) The carrier medium of claim 95, wherein the promotion information comprises at least one advertisement.

Claims 103-109 (Cancelled)

110. (Currently Amended) A carrier medium comprising program instructions for providing advertising, wherein the program instructions are computer-executable to implement:
receiving a geographic location of a computing device from the computing device;

transmitting advertisement information to the computing device, wherein a content of the advertisement information is dependent on the geographic location of the computing device.

Claim 111-149 (Cancelled)

150. (Currently Amended) An advertisement provider system for providing geographic-based advertisement information for a computing device, the system comprising:

a processor;

a memory coupled to the processor, wherein the memory stores program instructions which are executable by the processor to:

receive a geographic location of a computing device;

receive identity information of a user of the computing device;

select advertisement information dependent upon the geographic location of the computing device and the identity information of the user; and

transmit said advertisement information to a network, wherein said advertisement information is operable to be transmitted to the computing device via the network.

Claim 151 (Cancelled)

152. (Currently Amended) The advertisement information provider system of claim [[151]] 150,

wherein the identity information of the user indicates a profile of the user;

wherein said advertisement information is dependent upon the profile of the user.

153. (Currently Amended) The advertisement information provider system of claim [[151]] 150,

wherein the identity information of the user indicates past transactions of the user;

wherein said advertisement information is dependent upon the past transactions of the user.

Claim 154 (Cancelled)

155. (Original) The advertisement information provider system of claim 150, wherein said advertisement information comprises advertising related to goods or services.

156. (Original) The advertisement information provider system of claim 150, wherein said advertisement information includes a promotion.

157. (Original) The advertisement information provider system of claim 150, wherein the computing device is a portable computing device.

Claim 158 (Cancelled)

159. (Original) The advertisement information provider system of claim 150, wherein the geographic location of the computing devices includes a geographic location of an access point communicating with the computing device.

160. (Currently Amended) A promotion provider system for providing geographic-based promotion information for a computing device, the system comprising:
a processor;
a memory coupled to the processor, wherein the memory stores program instructions which are executable by the processor to:

receive a geographic location of a computing device;

receive identity information of a user of the computing device;

select promotion information dependent upon the geographic location of the computing device and the identity information of the user; and

transmit said promotion information to a network, wherein said promotion information is operable to be transmitted to the computing device via the network.

Claim 161 (Cancelled)

162. (Currently Amended) The promotion information provider system of claim [[161]] 160,

wherein the identity information of the user indicates a profile of the user;

wherein said promotion information is dependent upon the profile of the user.

163. (Currently Amended) The promotion information provider system of claim [[161]] 160,

wherein the identity information of the user indicates past transactions of the user;

wherein said promotion information is dependent upon the past transactions of the user.

Claims 164-166 (Cancelled)

167. (Original) The promotion information provider system of claim 160,

wherein the computing device is a portable computing device.

Claim 168 (Cancelled)

169. (Original) The promotion information provider system of claim 160,

wherein the geographic location of the computing devices includes a geographic location of an access point communicating with the computing device.

Claims 170-195 (Cancelled)

196. (New) The method of claim 1,

wherein said receiving the geographic location of the computing device from the computing device comprises receiving the geographic location of the computing device through a network;

wherein said transmitting the promotion information to the computing device comprises transmitting the promotion information to the computing device through the network.

197. (New) The method of claim 21,

wherein said receiving the geographic location of the computing device from the computing device comprises receiving the geographic location of the computing device through a network;

wherein said transmitting the advertisement information to the computing device comprises transmitting the advertisement information to the computing device through the network.

198. (New) The carrier medium of claim 110,

wherein said receiving the geographic location of the computing device from the computing device comprises said receiving the geographic location of the computing device through a network;

wherein said transmitting the advertisement information to the computing device comprises transmitting the advertisement information to the computing device through the network.

199. (New) The carrier medium of claim 110, wherein the computing device is a portable computing device.

200. (New) A computer-readable data signal embodied in a carrier wave comprising advertisement information, wherein a content of the advertisement information is based on a geographic location of a computing device, wherein the geographic location of the computing device comprises a geographic location of an access point communicating with the computing device.

201. (New) The data signal of claim 200, wherein the computing device is a portable computing device.

202. (New) A computer-readable data signal embodied in a carrier wave comprising promotion information, wherein a content of the promotion information is based on a geographic location of a computing device, wherein the geographic location of the computing device comprises a geographic location of an access point communicating with the computing device.

203. (New) The computer-readable data signal of claim 202, wherein the computing device is a portable computing device.